

McDowell Corridor/South Scottsdale Economic Development Task Force
DRAFT City Council Report Items

Vision/Target Market Position

1. What should be the area's identity (or brand) in the regional context? What is its niche?
2. Should a McDowell "district" be identified (possible renaming of corridor) and/or a new boundary designated?
 - a. Should Hayden be included in such a district?
3. What land uses should be encouraged?
 - a. Housing, office, entertainment, hospitality, retail, etc.
 - b. Local versus regional appeal
 - c. Focal points for higher density/intensity
 - d. What can government do to encourage certain land uses?
 - e. What are desired land uses? What are realistic land uses?
4. How can Scottsdale capitalize on proximity to the Airport, SkySong, Phoenix Zoo, Desert Botanical Garden, and other assets?

City Efforts to Promote Redevelopment and to Attract and Retain Businesses

1. How pro-active should the City be in stimulating revitalization?
 - a. Process improvements and regulatory changes?
 - b. Incentives, rebates, subsidies?
 - c. Investment in infrastructure or projects?
2. What specific programs can the City adopt in revitalizing existing properties?
 - a. Permit fee reduction?
 - b. Business façade rebate program?
3. Are changes needed in area zoning?
 - a. Does the PUD work in the McDowell corridor? If not, what changes should be made for the corridor?
 - b. Should there be a zoning overlay for the McDowell corridor to make it area specific?
4. To what extent should the city encourage or not encourage assemblage of small parcels?
5. Should the redevelopment area designation be continued?
6. Should there be a systematic plan to retain existing auto dealerships? If the remaining auto dealerships are lost how does the City replace the existing revenue?

Area Infrastructure and Amenities

1. Can existing infrastructure (e.g. roads and transit, storm water, police) handle increased density/intensity of major projects within the city and adjacent communities? How should additional infrastructure be paid for?
2. Should the city pursue alternative funding sources such as Enhanced Municipal Services (EMSD), Government Property Lease Excise Tax Abatement (GPLET), Industrial Development Authority (IDA),

Community Facilities Districts (CFD), General Obligation Bonds, and/or new state legislation to pursue economic development?

3. How can Scottsdale capitalize on the proximity to Papago Park?
 - a. Partial annexation?
 - b. Realign McDowell Rd to south of the southern Papago Butte, connecting more directly to Galvin Parkway?
4. What type of transit is needed in the area? What is the most cost effective?

Neighborhood Involvement

1. What mechanisms can ensure that commercial areas are well integrated with residential neighborhoods?
 - a. Cross-departmental McDowell Corridor Area Staff Team?
 - b. Housing rehab demonstration project?
 - c. Neighborhood plans?
2. How can citizen involvement and volunteerism be promoted and energized?
3. How can the work of the Task Force be transitioned into a longer-term effort by residents, businesses, and property owners?